

<b>JOB DESCRIPTION</b>		<b>DATE: December 2016</b>
<b>Marketing Officer</b>		
<b>REPORTS TO</b> Head of Consumer Marketing		
<p><b>OVERALL PURPOSE OF THIS JOB</b></p> <ol style="list-style-type: none"> <li>1. To be responsible for the creation, implementation and execution of innovative consumer marketing plans for books, brands, authors and licensed product</li> <li>2. To work with the Digital Marketing Officer on all aspects of digital marketing, social media and website activity</li> </ol>		
<b>JOB TITLE</b> Marketing Officer		
<p><b>To be responsible for the creation, implementation and execution of innovative consumer marketing plans for books, brands, authors and licensed product</b></p> <ul style="list-style-type: none"> <li>• Contribute to marketing strategy and campaign planning meetings, working closely with colleagues in publicity and trade marketing to co-ordinate activity</li> <li>• Write high-impact promotional copy across a wide range of marketing materials and media</li> <li>• Brief in-house designer and external agencies (e.g. media agency, partnership agency) on projects</li> <li>• Develop relationships with appropriate third parties to promote Walker Books, brands and authors</li> <li>• Cost and monitor budgets for campaigns, ensuring the budget is up to date at all times</li> <li>• Develop relationships with print suppliers and liaise with in-house production team to ensure best price for promotional material</li> <li>• Analysis of campaigns to inform future planning</li> <li>• Maximise opportunities for sampling/data collection at events and organisation of marketing events where relevant e.g. pop up shop</li> <li>• Develop relationships with key authors and their agents/estates and communicate marketing plans with them on a regular basis</li> <li>• Co-ordinate consumer marketing activity at events as appropriate</li> <li>• Contribute to monthly board reports updating on consumer activity</li> </ul>		
<p><b>To work with the Digital Marketing Officer on all aspects of digital marketing, social media and website activity</b></p> <ul style="list-style-type: none"> <li>• Assist with and co-ordinate digital marketing elements of campaigns including social media</li> <li>• Brief agencies/freelancers on the creation of videos and trailers</li> <li>• Pull together assets and content for online campaigns and brief content creation to agencies</li> <li>• Create campaign mini sites and competition pages using Supadu package</li> <li>• Create and manage e-newsletters</li> <li>• Liaise with authors on their online marketing ideas, and support them where appropriate</li> <li>• Working with PR on campaign ideas to engage bloggers and book tubers</li> <li>• Keep abreast of emerging digital trends including social networking and user-generated content, with an awareness of the new opportunities presented by digital marketing</li> </ul>		
<p><b>General responsibilities</b></p> <ul style="list-style-type: none"> <li>• To attend events as and when necessary, including evenings and weekends</li> <li>• To undertake any additional duties as required in order to support the Marketing Department in order to achieve the objectives of the department and Walker Books Ltd</li> </ul>		

## **PERSON SPECIFICATION**

### **Marketing Officer**

The following experience, skills and knowledge is essential:

#### **Experience of:**

- The basic principles of marketing
- Minimum two years in a publishing environment
- Copy-writing, design and marketing skills
- Communicating appropriately with a range of people from a variety of backgrounds
- Working under pressure to tight deadlines and juggling a range of campaigns and projects
- Demonstrable understanding of social media marketing and how to apply this to campaigns

#### **Proven Skills in:**

- Computer usage, particularly Microsoft office applications – Word, Excel, Outlook and PowerPoint
- Website CMS systems (such as Wordpress, Supadu, and bespoke systems)
- A range of social media platforms
- Design skills for creating social media content
- Ability to prioritise, without close supervision
- Ability to plan, prioritise and manage a varied workload
- Excellent interpersonal skills and a persuasive communicator
- Highly self-motivated and enjoy working as part of a team, but also able to work independently

#### **The following experience is desirable:**

- Working in a busy publishing environment
- Basic HTML knowledge
- Basic video creation and editing
- Evidence of dealing with members of the public

#### **Knowledge of:**

- Children's book publishing industry, or children's books